

12/08/00
JC815 U.S. PTO

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Patent
Attorney Docket: 256/075

To: Commissioner for Patents
Box Patent Application
Washington, D.C. 20231

JC815 U.S. PTO
09/733754
12/08/00

NEW APPLICATION TRANSMITTAL - UTILITY

Sir:

Transmitted herewith for filing is a **utility** patent application:

Inventor(s): James R. SMITH, II, et al

Title: SYSTEM AND METHOD FOR CALCULATING A MARKETING APPEARANCE FREQUENCY MEASUREMENT

I. PAPERS ENCLOSED HEREWITH FOR FILING UNDER 37 CFR § 1.53(b):

- 40 Page(s) of Written Description
6 Page(s) Claims
1 Page(s) Abstract
3 Sheets of Drawings Informal Formal

II. ADDITIONAL PAPERS ENCLOSED IN CONNECTION WITH THIS FILING:

- Declaration
 Power of Attorney Separate Combined with Declaration
 Assignment to _____ and assignment cover sheet
 Certified Copy of Priority Document No(s):
 Information Disclosure Statement w/PTO 1449 Copy of Citations
 Preliminary Amendment
 Request and Certification under 35 U.S.C. § 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35
 Return Postcard
 Other:

III. PRIORITY

- Priority of application Serial No. _____ filed on _____ in _____ is claimed under 35 .S.C. § 119.

LA173417.1

CERTIFICATE OF MAILING (37 C.F.R. §1.10)

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as 'Express Mail Post Office To Addressee' in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

EL360339426US
Express Mail Label No.

David A. Randall

Name of Person Mailing Paper

December 08, 2000
Date of Deposit

Signature of Person Mailing Paper

IV. THE FILING FEE HAS BEEN CALCULATED AS SHOWN BELOW:

Applicant claims small entity status pursuant to 37 CFR § 1.27

BASIC FILING FEE:						\$710.00
Total Claims	31	-	20	=	11	x \$18.00
Independent Claims	3	-	3	=	0	x \$80.00
Multiple Dependent Claims	\$270	(if applicable)				\$0.00
TOTAL OF ABOVE CALCULATIONS						\$908.00
Reduction by ½ for Filing by Small Entity, if applicable, as asserted above. Note 37 CFR §§ 1.9, 1.27, 1.28.						<input checked="" type="checkbox"/> \$454.00
Misc. Filing Fees (Recordation of Assignment -- \$40)						\$0.00
TOTAL FEES DUE HEREWITH						\$454.00

V. METHOD OF PAYMENT OF FEES

- A check in the amount of ____.
 Charge Lyon & Lyon's Deposit Account No. 12-2475 in the amount of ____.
 This application is being filed without fee or Declaration under 37 CFR § 1.53.

VI. AUTHORIZATION TO CHARGE FEES

The Commissioner is authorized to credit any overpayment and to charge any underpayment to Lyon & Lyon's Deposit Account No. 12-2475 for the following:

- 37 CFR § 1.16 – (Filing fees and excess claims fees)
 37 CFR § 1.17 – (Any application processing fees)
 37 CFR § 1.21 – (Assignment recording fees)

VII. CORRESPONDENCE ADDRESS

Please send all correspondence to Customer Number 22249:



22249

PATENT TRADEMARK OFFICE

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Please direct all inquiries to Attorney, at the above customer number.

Respectfully submitted,

LYON & LYON LLP

By:

David A. Randall
Reg. No. 37,217

Dated: December 8, 2000